



Web surveys



Web survey vs Survey

- Survey:
systematic data collection, people answer questions using
standardised questionnaires, to quantitatively analyse a target
population
- Web survey
Web involved in survey process

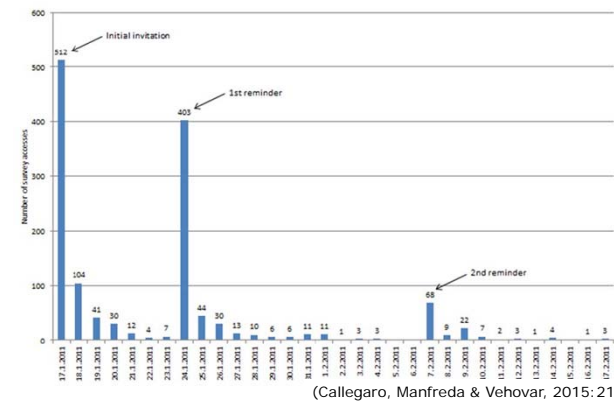


Advantages and limitations

- Low cost
- Remember data cost of recipients
- Speed of Data collection
- Most responses within first few days
- Second most after first reminder
- But, very low response rate



Number of accesses to the Working Conditions Slovenian Science web questionnaire by date





Advantages and limitations

- Ease of implementation
- Computerisation of questionnaire
 - question order
 - skips or loops
 - Branching
- No separate data entry phase
- But needs proper programming



Advantages and limitations

- Multimedia capabilities
 - Inclusion of Audio/Video clips
 - But, compatibility of respondent's equipment
- Time and geographic flexibility
 - But, cannot always impose geographical restrictions
- Self-administration
 - But, self-selection bias
 - (mis)understanding of questions/statements



Examples

- Entire target population connected to Internet
 - E.g. SmartCape Survey
- Customer Satisfaction survey
- General population survey (??)
- Business surveys – captive audience
- Online panels
- Online community survey
- Website evaluation
- Entertainment polls



Considerations

- Suitability for target population
- What type of sampling is required
- Non-response or non-coverage
- Invitations (mail, email ?)
- Legal restrictions
- Technical options/limitations



Mixed-mode surveys

- Fieldwork synchronisation
- "Primacy" (web survey) vs "recency" (telephone survey) effects
- Data integrity



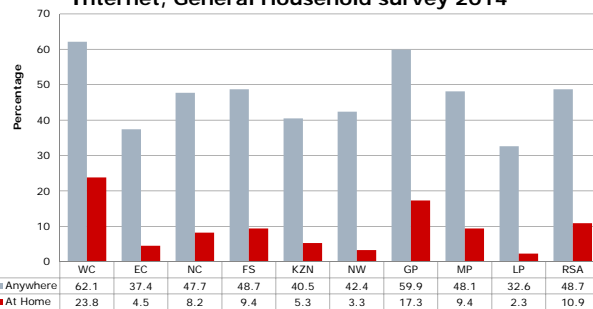
Sampling issues

- Inflate sample size to be targeted
 - E.g. if 30% email addresses are invalid and response rate expected to be 20% then
- target = required sample size / (0.7 * 0.2)
- i.e. if ideal sample size is 384 the targeted sample should be $384 / (0.7 * 0.2) = 2743$ respondents



South African Internet coverage

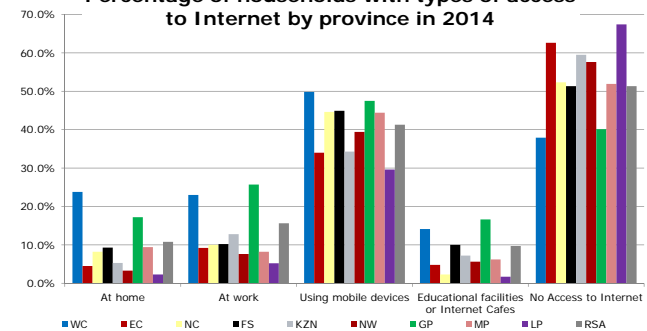
Percentage Households who have access to Internet, General Household survey 2014



(South Africa. Statistics South Africa, 2015:53)



Percentage of households with types of access to Internet by province in 2014





(South Africa. Statistics South Africa, 2015:53)



 [Web questionnaire example](#)



References

-  Callegaro, M., Manfreda, K. L. & Vehovar, V. 2015. *Web survey methodology*. Sage.
-  South Africa. Statistics South Africa. 2015. *General Household Survey, 2014*. Pretoria: StatsSA.